

Minutes Communication 1/13/2022 7:04pm

Present –Steve Poloni, Tom Krolczyk, Jen Serra, Danielle Gehlert, Carol Klenow.

Absent- Ted Coutilish

Minutes unanimously approved from meeting 10/28/2021

New Business

1. New website

Should be ready in 3-4 weeks and all department heads will be trained to update as needed. The new website will have similar look as that in Grosse Pointe Farms.

Photos will be rotated.

The total bid price did not reflect all the suggestions Ted Coutilish envisioned.

Every attempt will be made to do a phase II. The new site will be a work in progress and a big improvement from current.

There will be a link to the FB page.

2. FB Page

Alexander has done a phenomenal job managing the page.

Will initiate a “GPShores Community Spotlight”

Begin with highlighting one resident or employee per month.

After the launch, perhaps use a Google form to launch a nomination by GPS FB followers.

Late August and early September promote “best Halloween decorations” in GPS along with the BooFest. Invite residents to display photo of home and FB followers to vote with set deadline.

3. Calendar

The cost for the 2022 calendar was \$7800. It was paid for by an anonymous donor. (as well as a new camera). Discussed bidding calendar with sponsorship ads at the bottom of calendar month as well as business card on back page of December.

Bid calendar with design, layout and SPONSORSHIP help. (Label Stop or Blue book).

Keep it simple with three(3)options for sponsorship.

4. E-Newsletter -1080 residents receive the mailing

5. GPS Covid email- was beneficial.

6. Unfortunately, it was estimated that we may have \$250,000 deficit this year and an even larger one in 2023 without increase in revenues. No funds available to hire a part time communication professional at this time.

METTING ADJOURNED AT 7:48pm. NEXT MEETING TBD APRIL 2022

